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# Minutes, Crummer Graduate School of Business Faculty Meeting, Tuesday, December 19, 2006

Crummer Graduate School of Business Faculty  
*Rollins College*

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**Roy E. Crummer Graduate School of Business  
Rollins College  
Faculty Meeting Agenda  
Room 108, 10:30 AM.**



**December 19, 2006**



Welcome.....Craig McAllaster  
Review/Approval of Minutes.....Craig McAllaster  
Update on MBA 501.....Alice Argeros and  
.....Jule Gassenheimer  
Update on Strategic Marketing Initiative at Rollins College.....Greg Marshall  
Other Business.....Craig McAllaster  
Adjournment.....Craig McAllaster

**Next Faculty Meeting  
Monday January 22, 2007  
Room 108  
1:30 – 3:00 pm**

**Roy E. Crummer Graduate School of Business at Rollins College**  
**Faculty Meeting - Room 108**  
**Tuesday, December 19, 2006**  
**10:30 – 12:00 pm**

Crummer Faculty & Staff Present:

Alice Argeros, Susan Bach, Lynda Boyce, Jackie Brito, Pam Clark, Steve Gauthier, Margaret Linnane, Craig McAllaster, Dan Montplaisir, Erica Sorrell, Nicole Vickers, Laurel Adams, Ilan Alon, Mike Bowers, Sam Certo, Henrique Correa, David Currie, Ralph Drtina, Jule Gassenheimer, Jim Gilbert, Ted Herbert, Jim Higgins, Jim Johnson, Mark Johnston, Allen Kupetz, Greg Marshall, Ed Moses, Bob Prescott, Jane Reimers, Ted Viet, Keith Whittingham, President Duncan

Welcome.....Craig McAllaster

Approval of Minutes.....Craig McAllaster  
 Minutes from November 20, 2006 Faculty Meeting were accepted

Curriculum Committee update.....Jim Gilbert

The Curriculum Committee will be reviewing MBA 501 in January and get back to the faculty with recommendations. "During Curriculum discussion, Ted Herbert voiced that faculty members are concerned with the inadequate preparation students have with library/information literacy, particularly regarding appropriate search and evaluation through the internet, as well as related issues of plagiarism. Professor Adams underscored her frustration with students' lack of search capabilities. Professor Johnston volunteered that the Orientation program deals with plagiarism issues."

Update on Strategic Marketing Initiative at Rollins College.....Greg Marshall

- The data that was collected in the pre-marketing study conducted by Jule Gassenheimer and Greg Marshall and the subsequent analytical reports serve as a strong foundation for developing and implementing marketing strategies for Rollins.
- A document reflecting results of the research project will be developed and posted for general reading.
- An important next step is finding the right person – hopefully internally at Rollins – to fill a second-level position focused on institutional strategic marketing. This Rollins-level initiative will work closely with Crummer, Holt, Athletics, Admissions, and Alumni/Development to ensure quality and consistency of the institution's image, branding, and message.
- It is anticipated that during the spring semester a campus-wide marketing audit will be conducted in order to better understand what marketing initiatives are already in place throughout the units.
- Externally, best practices will be studied from Rollins' peer and aspirant schools.
- President Duncan mentioned that it is essential that the marketing initiative be led by a vice-presidential level person because of its strategic nature within the institution, importance of assuring a seat at executive committee meetings along with the other VPs, and need for high external and internal profile for the initiative.
- Ralph Drtina asked what we might expect to see early as a result of this initiative. Greg Marshall stated that Rollins should notice a drive toward gaining more recognition outside the Central Florida community. He mentioned that this

- eventually should greatly enhance Crummer's full-time recruiting efforts out-of-state.
- Allen Kupetz asked if there would be any opportunities to tie domestic practica projects to the marketing initiative. Greg Marshall said that internships for full-time students, practica, and GA positions were all possibilities in terms of Crummer involvement.

Greg Marshall was awarded his chair medal for the Charles Harwood Chair

Congratulations to Jackie Brito on her promotion to the Director of the Full Time Program and Career Management. She will be replacing Anne Roberts.

A new Dean of Faculty for the Arts and Science will be starting on July 1.

Philanthropy: They will be partnering with Management and Exec. Ed. with crossover programs.

Management and Exec Ed: The Welbro contract has been signed. Dimension Data's European program is still in the works for possibly a 2<sup>nd</sup> qtr startup. Also working on a quarterly news letter for Dimension Data.

#### Leadership:

- Leadership-in-Action experience will be off campus and hands on.
- Crummer Community day will be held for students to see social agencies involved in the community.
- There will be a leadership opportunity with Naval Research training.
- In January we will be partnering with Philanthropy for student participation in non-profit board of directors. This will be an 18 month process.
- Currently working with Cameron Kuhn to develop a relationship for involvement in downtown projects.
- Toastmasters club is a great success and open to everyone.

#### Entrepreneurship:

- Venture Plan competition was a great success.
- The real estate program has a waiting list for the Spring class
- CEO National Award for the Best Chapter
- Six companies have been launched from the Venture Plan Comp.

#### China Center:

- Held a Global event at the beginning of December that was a great success.
- Established a new China Center Association to involve Rollins and Crummer in China Operations.

#### International Business:

- Lyon France Business School will be doing an exchange programs with Crummer.
- There will be a Global Consulting project in the spring to Trieste Italy. In exchange, two of their students will attend summer classes here.

- There is an IB search in process. There have been approximately 30 Apps received. One candidate is going to visit.

There is also an Accounting search and Economics search underway.

Alumni/Marketing:

- Working on the 50<sup>th</sup> anniversary celebration.
- There will be a three part Series on Crummer History.
- On Jan 18<sup>th</sup> there will be a reception in the Lobby to kick off the Anniversary.
- On March 14<sup>th</sup> there will be a lunch for Faculty, Staff, and Alumni. There will be Faculty awards given at this time.

Programs:

- All January Programs have been filled.

**From Craig to all of you..... Have a happy, healthy, holiday season!**

Adjournment ..... Craig McAllaster

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